

The Retail Detail:

# Unlocking Customer Insights

with Loyalty Data





How well do  
you **know** your  
customers?

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Retailer strategies across all industries include loyalty programs as a foundational concept to understand customer purchasing behaviors, preferences, and patterns.

Loyalty data is crucial for retailers and manufacturers. It helps them to know their customers better, personalize their marketing efforts, and make informed decisions on merchandising, assortment, pricing, and promotion strategies.

By analyzing this data, retailers and manufacturers can create targeted campaigns, improve customer retention, and ultimately drive sales.





# The objective perspective.

# Leveraging loyalty data produces strategic advantages

Retailers and manufacturers can make informed decisions to enhance the customer experience and drive business growth and profitability.



## Granular Insights

Customer data is the most detailed available, offering a clear view of purchase behavior without relying on projections. This granularity allows for a deep understanding of what fuels sales and customer loyalty with insights into customer purchase patterns, demographics, preferences, and trends.

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## Focus on Profitability

Loyalty data provides the opportunity to tailor strategies to the most valuable customers, ensuring your marketing efforts are not just broad but also effective in driving revenue.

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## Strategic Decision Impact

Loyalty data also gives a clearer understanding of your strategic business decisions. This helps you assess the effectiveness of various initiatives such as merchandising, assortment, pricing, and promotions.

“Loyalty data is the only way to truly uncover detailed customer behavior within a retailer. Understanding the consumer is a valuable way to drive expansion by addressing customer needs.”



**Rob White**  
Collaboration Solutions, Circana



# Loyalty data can show you:

- Who your most and least loyal customers are
- The impact of new, lost, and retained buyers
- How to tailor your marketing strategies
- The demographic and lifestyle profiles of your most loyal and valuable customers
- Category, brand, and item performance by store, day of week, and time of day, culminating in trends over time
- Brand exclusivity and loyalty
- Factors driving or impeding your business



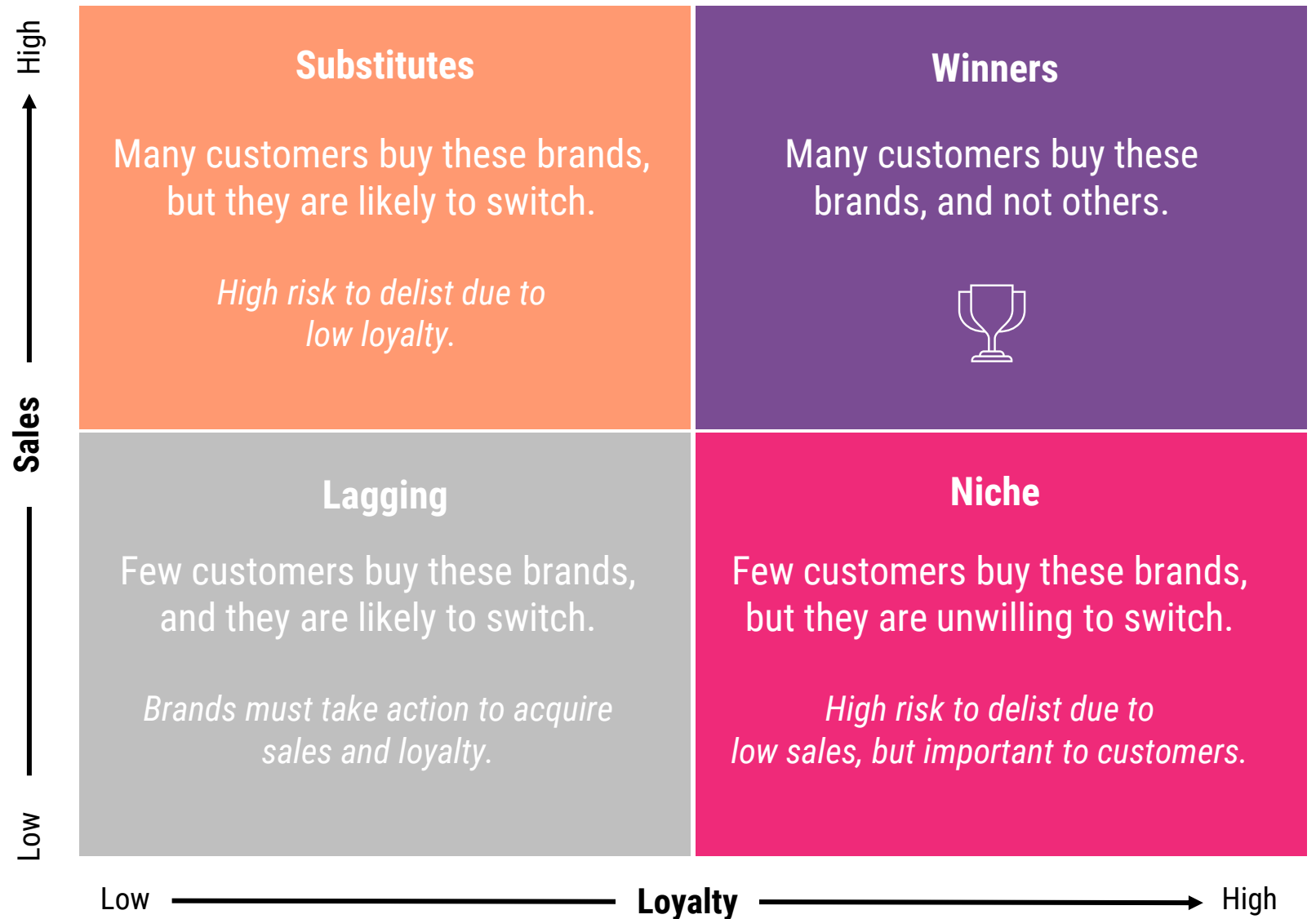


# Brand **loyalty** breakdown.



Shoppers are increasingly switching brands and retailers as prices rise. Retailers must firmly focus on connecting and converting shoppers.

## Brand loyalty map





The power of  
loyalty **insights**  
from Circana.

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Our deep retail expertise serves as the foundation for growth-fueling insights. With loyalty data, you can be guided through:

01 Your category performance versus rest of market

02 Loyalty sales performance trends and KPI impacts

03 Competitive comparison with your sales and brand loyalty

04 Customer-centric store-level assortment planning to grow the category

05 Demographic segmentation to drive opportunity areas

06 Your current inventory risk and business impacts of insufficient inventory

07 What retailers your buyers are leaking to

08 Audience creation to optimize price and promotional levers and export to media partners

09 Your inventory levels and replenishment prior to media campaign activation

10 In-flight campaign adjustments to refine effectiveness and increase ROI

Contact us for a  
**free guided demonstration**  
to see this workflow  
come to life!





“When retailers and their supplier partners collaborate with loyalty data on initiatives, they unlock significant opportunities to drive incremental customer satisfaction, retention, revenue, and margin.

Loyalty data uncovers critical insights into motivators of customer behaviors. Integrating these insights with product movement and supply chain assets ensure media and promotional programs will positively impact the most valuable customer segments.”



**Erin Kennedy**  
Global Loyalty Knowledge  
Center Lead, Circana

## Case study

Do you know the value of your shoppers?



A pharmaceutical brand came to Circana with a puzzling challenge: This brand exceeded competitive brands in online sales percentage but had a lower share of shoppers buying their products online versus in store at a particular retailer.

Why would that be?

With Circana loyalty insights, the brand was able to identify the following:

- They had the highest share of category in-home delivery
- They had a higher share in all online channels compared with brick-and-mortar stores
- Their online shoppers spent more due to increased product trips and willingness to pay an increased price

Based on the analysis, Circana recommended the retailer increase funding for online purchases to counteract buyer penetration challenges, resulting in an **annual sales lift near \$500,000**.

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Through collaboration with the retailer, this brand found an opportunity to benefit the retailer's online presence and the brand's most loyal shoppers.

What opportunities will you uncover with loyalty insights?

# Learn More

To continue the conversation about retail loyalty insights,  
contact your Circana account representative or email  
[contactus@circana.com](mailto:contactus@circana.com).

